ABSTRACT

A sound-producing folding insert for a magazine is disclosed. A foldable support structure comprises a primary page and a secondary page. The secondary page is folded upon itself to form a pocket that retains a sound emitting means. The sound emitting means includes an electronic microchip sound generating device that includes a switch means connected at one end to a slidable tongue mechanism that is attached at the other end to the primary page, such that upon opening of the folding insert by separating the primary and secondary pages the slidable tongue mechanism allows the switch means to close, thereby activating the sound emitting means. Conversely, closing the folding insert brings the primary and secondary pages together forces the slidable tongue mechanism to open the switch means, and thereby deactivating the sounds emitting means. The sound emitting means is relatively flat and includes a generally flat speaker mounted to the secondary page. Generally flat button batteries are included to power the device when the sound emitting means is activated.

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